Irish Life

PENSIONS • INVESTMENTS • LIFE • HEALTH

Online Proposal Submission Simplified & Enhanced

September 2018

Electronic Submission - Simplified & Enhanced

For a number of years Brokers have enjoyed the benefits of submitting protection applications online. These include getting cases issued faster and with fewer errors and reworks.

From listening to your feedback, many brokers would see similar benefits in being able to submit pension, investment and savings business in the same way.

To make this easier we have simplified and enhanced our Electronic Submission experience on Bline:

1. You can now save a part complete application during the process and resume at a later date
2. A new simple and intuitive way to select your commission choice which dispenses with the complexity and confusion created by the range of profiles
3. A new facility to generate your own Willing & Able letters to other providers for PRBs and ARFs that puts you in control

Save & Resume

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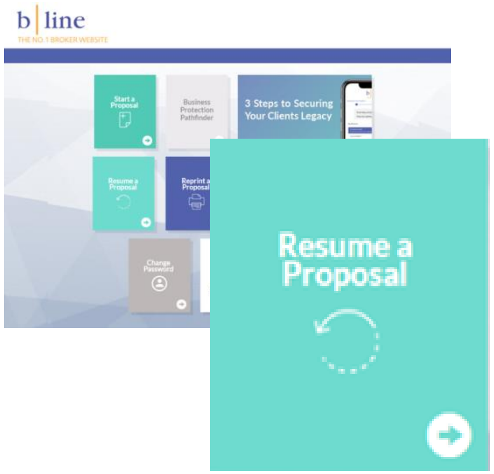
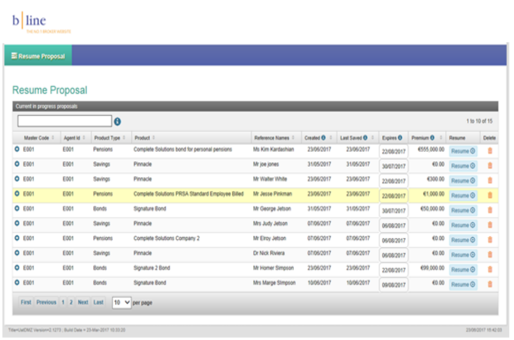
Save & Resume is a new addition to Bline available for online submission of new Pension, Post Retirement, Investment and Savings applications.



It gives you the ability to –

- Start an electronic case record with minimal information and save to your online account
- Easily resume the application as you gather additional information which may not have been available or agreed earlier
- Manage with full visibility all your pre-submission cases through a new pipeline feature
- Retain cases in pre-submission for up to 60 days without adding any new details. When information is added a further 60 day window begins.
- Identify outstanding information on applications through clear signposting
- Navigate through the application more smoothly with the help of more meaningful messages and tips.



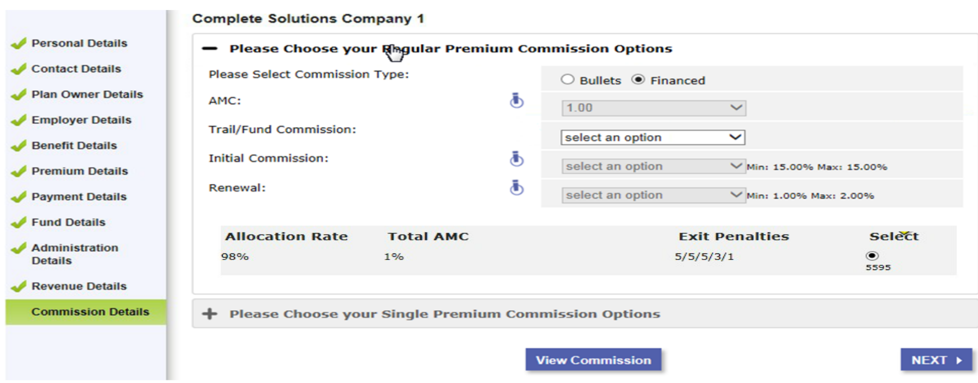
No information will be shared with Irish Life until you are ready to submit the application

This new enhanced functionality will be available for new Pension, Post Retirement and Saving & Investment applications only. It does not apply to Protection and Top Ups and Transfers cannot be transacted in this way. The ability to submit PRSA transfers electronically which previously existed has been disabled to facilitate the new process.

Commission Capture

Commission Capture solves the eternal pain point caused by the complexity and profusion of commission options available on our Pension and Investment product range:

- A new intuitive process which guides the commission choice by asking 3 short questions -
  1. How much Initial commission do you want?
  2. How much Renewal commission do you want?
  3. How much fund based Trail commission do you want?
- Based on your answers the system will dynamically select the options available from the full range and show what this gives the client in terms of Allocation, Total Annual Management Charge and Exit Penalties. The system is sensitive to allocation bands.
- You choose the option you want and we then play back the commission details and customer terms for your confirmation.



Commission errors are the Number 1 reason why Pension and Investment cases are delayed and can result incorrect documentation issuing to clients which was different to their understanding.

This new solution eliminates the remedial work for you and helps ensure client expectations are delivered on accurately

Willing & Able Letter Generation

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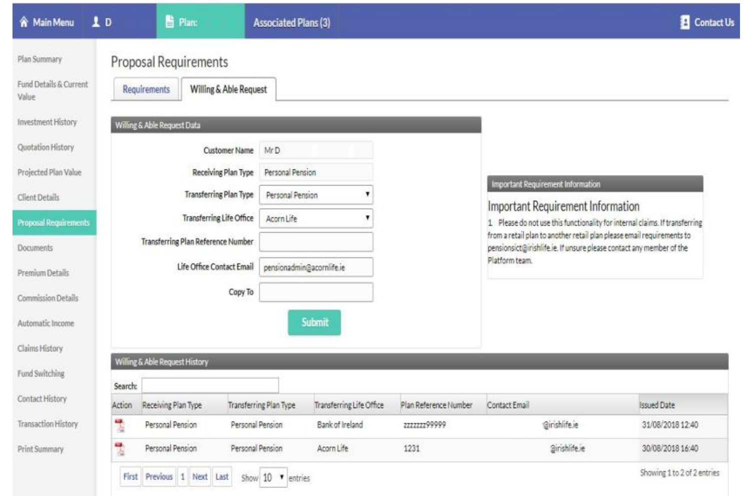
To complement the simpler online submission process we have added a new feature which allows you to generate your own Willing & Able letters to other providers.

Once you have submitted your ARF, AMRF or PRB application a new tab will appear in the 'Outstanding Requirements' section of your MyBiz pipeline

- Complete a simple online form by answering:
    1. Select the transferring plan type from a drop down list
    2. Choose the relevant life company / provider
    3. Inputting the transferring policy number
- An email from the Irish Life Pensions Team will automatically generate to the correct mailbox in the chosen life company/provider, attaching the W&A letter and any other relevant documentation needed (eg PAO form).
- You can choose to blind copy yourself on this email, and it will also automatically save onto the case record in Irish Life
- A history of requests is available for you to view to allow easy tracking

The new process reduces delays and puts you fully in control.



What a typical case can look like from 10 September?

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Meet client Face to Face or Online in the usual way

Complete the CAB & supporting documents

START a Proposal on Bline and key available details

Capture COMMISSION and client terms easily

New to BLINE

SAVE the Proposal & view on the new Pipeline feature

New to BLINE

RESUME the proposal when it suits & update or add new info

SUBMIT when case is complete. Case issues - no Rework!

PRB / ARF? Complete the WILLING & ABLE process

New to My Biz

Summary of Key New Benefits

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- ✓ An easier to use application system that allows you start keying a case with a minimum of information
- ✓ You can add additional client information as and when you choose - you build out the case over time
- ✓ You have full visibility via the new pre-submission pipeline feature
- ✓ Irish Life does not see your case until you choose to submit the completed application
- ✓ Commission Capture screens give you a simple and transparent method of choosing your remuneration and your clients investment terms
- ✓ Eliminate remedial work for you and prevent incorrect documentation going out to your clients
- ✓ Improved clarity and control reduces wasted effort and enables a more efficient use of your time
- ✓ The first in a series of enhancements to make the whole online experience more compelling for you and more professional with your clients

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THANK YOU

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